

What is claimed is:

- Sub B1
1. A method of delivering advertising and/or commercials to a user, viewer, or consumer via composite images displayed to the user, viewer, or consumer through a media display device, comprising the steps of:
- 5 displaying a program or other images; and
- inserting, while said program or other images are being displayed, an advertisement into a selected portion of the displayed program or other images, said advertisement being displayed in a manner appropriate to the content of the displayed program or other images.
- 10 2. A method as claimed in claim 1, wherein said step of inserting said advertisement comprises the step of merging a simulated image into a broadcast program.
3. A method as claimed in claim 2, wherein said simulated image is merged using so-called "blue screen" or similar technology.
4. A method as claimed in claim 3, wherein application of the blue screen
- 15 technology involves adding blue coloring to portions of a real-life environment.
5. A method as claimed in claim 3, wherein said real-life environment is a sports venue, and said blue-painted portions of the real-life environment are areas on which advertisements would normally be displayed, including areas selected from the group consisting of billboards, portions of a playing field, and surfaces of an

airship, as well as portions of the sports venue on which advertisements may be displayed without detracting from viewing of a sporting event taking place at the venue.

6. A method as claimed in claim 3, wherein said real-life environment is a setting of a musical event, and said advertisements are displayed on a background of a stage.
7. A method as claimed in claim 1, wherein said advertisements are updated in real time.
8. A method as claimed in claim 1, wherein said advertisements are updated by the content provider or advertisement sponsor.
9. A method as claimed in claim 1, wherein said advertisements are updated with participation by the user, viewer, or consumer.
10. A method as claimed in claim 9, wherein said program is an interactive program in which said advertisements are updated based on responses of the user to the interactive program.
11. A method as claimed in claim 9, wherein the user is given the option of performing on-line or off-line transactions in response to the advertisements.

12. A method as claimed in claim 1, further comprising a login process including the steps of:

- a. determining an identity and location of the user;
- b. organizing the identity and location information into a suitable information packet; and
- c. storing the packet in the user's computing device or in computing devices located in the premises of the provider.

14. A method as claimed in claim 11, further comprising the steps of permitting the user to select whether to accept updating of the user's computing device.

15. A system of delivering advertising and/or commercials to a user, viewer, or consumer via composite images displayed to the user, viewer, or consumer through a media display device, comprising:

means for displaying a program or other images; and

means for inserting, while said program or other images are being displayed, an advertisement into a selected portion of the displayed program or other images, said advertisement being displayed in a manner appropriate to the content of the displayed program or other images.

16. A system as claimed in claim 25, wherein said means for inserting said advertisement comprises means for merging a simulated image into a broadcast program.